



J. Walder
#4,02
6-21

Substitute for form 1449A/P INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary) <i>(4)</i>				Complete if Known	
				Application Number	09/994465
				Filing Date	11/26/2001
				First Named Inventor	John Close
				Group Art Unit	
Examiner Name					
Attorney Docket Number	DT.0103.CP1				
Sheet	1	of	1		

U.S. PATENT DOCUMENTS						
Examiner Initials	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ²			
<i>FS</i>	AA	6,308,162		Quimet et al	10/23/2001	

FOREIGN PATENT DOCUMENTS						
Examiner Initials	Cite No. ¹	Foreign Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number ²	Kind Code ³			
<i>FS</i>	BA	WO 98/53415		Quimet et al	11/26/1998	

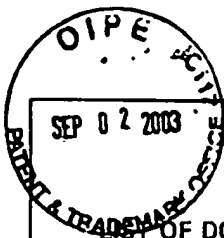
OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS					
Examiner Initials [*]	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
<i>FS</i>	CA	Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago, volume 55/12-A of Dissertation Abstracts International, page 3922 (ABSTRACT ONLY).			
<i>J</i>	CB	Busch: "Cost modeling as a technical management tool", Reasearch-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pages 50-56.			
<i>J</i>	CC	"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas"			
Examiner Signature		<i>John Close</i>		Date Considered	11/8/05

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. DT-0301-CP1	SERIAL NO. 09/994,465
	APPLICANT CLOSE	
	FILING DATE 11/26/01	GROUP 2161

OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FJ	AA	6,025,686	05/18/2000	Fernandez et al.			
J	AB	6,173,345	01/09/2001	William A. Stevens			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
FJ	BA	WO 98/53415	11/26/1998	Ouimet et al.				

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

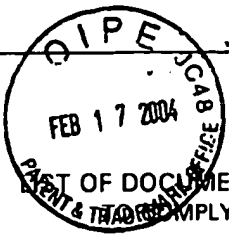
FJ	CA	"PCT International Search Report", Application Number PCT/US02/36710, mailed July 21, 2003.
J	CB	YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only).

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	APPLICANT CLOSE	
	FILING DATE 11/26/2001	GROUP 2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FS	AA	6,456,986	09/24/2002	Boardman et al.			
	AB	6,397,193	05/28/2002	Walker et al.			
	AC	6,341,268	01/22/2002	Walker et al.			
	AD	6,134,534	10/17/2000	Walker et al.			
	AE	6,052,686	04/18/2000	Fernandez et al.			
	AF	5,933,813	08/03/1999	Teicher et al.			
	AG	5,790,643	08/04/1998	Gordon et al.			
	AH	5,765,143	06/09/1998	Sheldon et al.			

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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FS	CA	"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.
	CB	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.
	CC	Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205, 2000.
	CD	"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.
	CE	Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FJ	AA	6,725,208	04/20/2004	Hartman et al.			
	AB	6,341,269	01/22/2002	Dulaney et al.			
↓	AC	5,377,095	12/27/1994	Maeda et al.			

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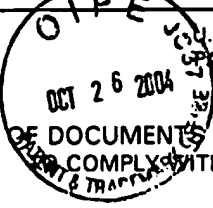
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FJ	BA	Alan L. Montgomery and Peter R. Rossi, "Estimating Price Elasticities with Theory-Based Priors," Journal of Marketing Research Vol. XXXVI, November 1999 (pp 413-423).
	BB	Boatwright, Peter et al., "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model," Journal of the American Statistical Association, Vol. 94, No. 448, December 1999 (pp 1063-1073).
	BC	Alan L. Montgomery, "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data," Marketing Science, Vol. 16, No. 4, 1997 (pp 315-337).
	BD	Robert C. Blattberg and Edward I. George, "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations," Journal of the American Statistical Association, Vol. 86, No. 414, June 1991 (pp 304-315)
	BE	Arnold Zellner, "On Assessing Prior Distribution sand Bayesian Regression Analysis With G-Prior Distributions," Elsevier Science Publishers, 1986 (pp 233-243)
	BF	A.F.M. Smith, "A General Bayesian Linear Model," University of Oxford, April 1972.
	BG	D.V. Lindley and A.F.M. Smith, "Bayes Estimates for the Linear Model," University College, December 1971.
	BH	George C. Tiao and Arnold Zellner, "On the Bayesian Estimation of Multivariate Regression," University of Wisconsin, January 1964.
↓	BI	Arnold Zellner, "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias," University of Wisconsin, June 1962.

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FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FJ	AA	"Merriam Webster's Collegiate Dictionary", 10 th edition, pg 585, Merriam-Webster Incorporated, 1999.
↓	AB	Hernandez, Mauricio A., and Salvatore J. Stolfo, "Real-world Data is Dirty: Data Cleansing and the Merge/Purge Problem", Data Mining and Knowledge Discovery, Vol. 2, Issue 1, January 1998.

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FJ	AA	6,567,824	05/20/03	Fox			
↓	AB	6,321,207	11/20/01	Ye			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

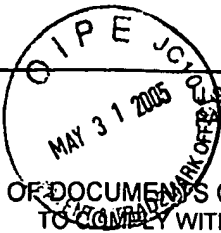
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U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FS	AA	6,697,824	02/24/04	Bowman-Amuah			
J	AB	6,202,070	03/13/01	Nguyen et al.			
↓	AC	5,694,551	12/02/97	Doyle et al.			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FS	BA	Scherage, Dan, "You Do the Math," Chain Store Age, v76, n7, July 2000.						
J	BB	"Gymboree Enhances Price Management," Retail Systems Alert, Volume 13, Number 6, June 2000.						
↓	BC	Binkley, James K.; Connor, John M., "Grocery Market Pricing and the New Competitive Environment." Journal of Retailing, v74, n2, Summer 1998.						

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Substitute for form 1449A/PTO			Complete if Known		
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Application Number	09/994485	
			Filing Date	11/28/2001	
			First Named Inventor	JOHN CLOSE	
			Group Art Unit	3829	
			Examiner Name	RICHARD WOO	
Sheet	1	of	6	Attorney Docket Number	DT.0103-CP1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ^{2,3 (if known)}			
FS		6308162	10-23-2001	Oulmet et al.	
		5063506	11-05-1991	Brockwell et al.	
		5117354	05-26-1992	Long et al.	
		5249120	09-28-1993	Michael Foley	
		5377095	12-27-1994	Maeda et al.	
		5712985	01-27-1998	Lee et al.	
		5822736	10-13-1998	Hartman et al.	
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		5878400	03-02-1999	Thomas J. Carter, III	
		5918209	06-29-1999	Campbell et al.	
		5987425	11-16-1999	Hartman et al.	
		6009407	12-28-1999	Amil Garg	
		6029139	02-22-2000	Cunningham et al.	
		6032123	02-29-2000	Joel Jameson	
		6032125	02-29-2000	Hideyuki Ando	
		6078893	06-20-2000	Oulmet et al.	
		6125355	09-26-2000	Bekaert et al.	
		6205431	03-20-2001	Willemain et al.	
		5459656	10-17-1995	Fields et al.	
		5299115	03-29-1994	Fields et al.	
		5799286	08-25-1998	Morgan et al.	
		5732401	03-24-1998	David W. Conway	
		6725208	04-20-2004	Hartman et al.	
		6884193	01-27-2004	Chavez et al.	
		20030110072	08-12-2003	Delurgio et al.	

Examiner Signature	<i>Richard Woo</i>	Date Considered	11/8/05
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U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ^{2/3}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
FJ		6553352	04-22-2003	Delurgio et al.	
		6456986	09-24-2002	Boardman et al.	
		6397193	05-28-2002	Walker et al.	
		6341269	01-22-2002	Dulaney et al.	
		6341268	01-22-2002	Walker et al.	
		6173345	01-09-2001	William A. Stevens	
		6134534	10-17-2000	Walker et al.	
		6052686	04-18-2000	Fernandez et al.	
		6044357	03-28-2000	Amil Garg	
		5933813	08-03-1999	Teicher et al.	
		5790643	08-04-1998	Gordon et al.	
		5765143	06-09-1998	Sheldon et al.	
		3017610	01-16-1962	Auerbach et al.	
		20020165834	11-07-2002	Delurgio et al.	

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
FJ	AA	ROSSI et al. "Making Sense of Scanner Data." <i>Harvard Business Review</i> . Reprint F00205. 2000.			
↓	AB	BUCKLIN et al. "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach." <i>Journal of Marketing Research</i> . May 1992, pp. 201-215. VOL. XXIX.			
	AC	SMITH et al. "Bayesian Semiparametric Regressions: An Exposition and Application to Print Advertising." January 3, 1997. Australian Graduate School of Management, University of New South Wales, Sydney 2052, Australia.			
	AD	BLATTBERG et al. "Manage Marketing by the Customer Equity." <i>Harvard Business Review</i> . July-August 1996. pp.136-144.			

Examiner Signature	<i>Felix Jahn</i>	Date Considered	11/8/05
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		Group Art Unit	3629
		Examiner Name	RICHARD WOO
Sheet	3	of	6
		Attorney Docket Number	DT.0103-CP1

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
FJ	AE	CHRISTEN et al. "Using Market-Level Data to Understand the Effectiveness of Promotional Activities." December 22, 1995.	
	AF	ROSS LINK. "Are Aggregate Scanner Data Models Biased?" <i>Journal of Advertising Research</i> . September/October 1995. pp.RC9-RC12, ARF.	
	AG	RUSSELL et al. "Understanding Brand Competition Using Micro and Macro Scanner Data." <i>Journal of Marketing Research</i> . VOL. XXXI (May 1994). Pp. 289-303.	
	AH	JOHN PHILIP JONES. "The Double Jeopardy of Sales Promotions." <i>Harvard Business Review</i> . September - October 1999. pp. 145-152.	
	AI	BUZZELL et al. "The Costly Bargain of Trade Promotion." <i>Harvard Business Review</i> . Reprint 90201. March-April 1990. pp. 1-9.	
	AJ	CURRY et al. "BVAR as a Category Management Tool: An Illustration and Comparison with Alternative Techniques." <i>Journal of Forecasting</i> . VOL. 14, ISS NO. 3 (1995). Pp. 181-199.	
	AK	HOCH et al. "Store Brands and Category Management." The Wharton School, University of Pennsylvania. March 1998. pp. 1-38.	
	AL	HARDIE et al. "Attribute-based Market Share Models: Methodological Development and Managerial Applications." The Wharton School, University of Pennsylvania. Working Paper 98-009, pp. 1-48. 1998.	
	AM	ALAN MERCER. "Non-Linear Price Effects." <i>Journal of the Market Research Society</i> . Dated 7/1/96. p. 227.	
	AN	ROCKNEY G. WALTERS. "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase and Interstore Sales Displacement." <i>Journal of Marketing</i> . Vol. 55, April 1991. pp. 17-28.	
	AO	BLATTBERG et al. "How Promotions Work." <i>Marketing Science</i> . Vol. 14, No. 3, Part 2 of 2. 1995. pp. G122-G132.	
	AP	GUADAGNI et al. "A Logit Model of Brand Choice Calibrated on Scanner Data." <i>Marketing Science</i> . Vol. 2, No. 3, Summer 1983. pp.203-238.	
	AQ	COOPER et al. "Standardizing Variables in Multiplicative Choice Models." <i>Journal of Consumer Research</i> . Vol. 10. June 1983. pp 96-108.	
	AR	BRIDGES et al. "A High-Tech Product Market Share Model with Customer Expectations." <i>Marketing Science</i> . Vol. 14, No. 1, Winter 1995. pp. 61-81.	
AS	BATSELL et al. "A New Class of Market Share Models." <i>Marketing Science</i> . Vol. 4, No. 3, Summer 1985. pp. 177-198.		

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Substitute for form 1449A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/994485
		Filing Date	11/28/2001
		First Named Inventor	JOHN CLOSE
		Group Art Unit	3829
		Examiner Name	RICHARD WOO
Sheet	4	of	6
		Attorney Docket Number	DT.0103-CP1

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
FJ	AT	JAGMOHAN S. RAJU. "The Effect of Price Promotions on Variability in Product Category Sales." <i>Marketing Science</i> . Vol. 11, No. 3. Summer 1992. pp. 207-220.	
	AU	ROBERT J. DOLAN. "How Do You Know When the Price is Right?" <i>Harvard Business Review</i> . September - October 1995. pp. 5-11.	
	AV	FUSUN GONUL. "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues." <i>Marketing Science</i> . Vol. 12, No. 3. Summer 1993. pp. 213-229.	
	AW	SCHINDLER et al. "Increased Consumer Sales Response through Use of 99-Ending Prices." <i>Journal of Retailing</i> . 6/1/96. p. 187.	
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	AY	DEIGHTON et al. "The Effects of Advertising on Brand Switching and Repeat Purchasing." <i>Journal of Marketing Research</i> . Vol. XXXI, February 1994. pp. 28-43.	
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	BD	HOCH et al. "Determinants of Store-Level Price Elasticity." <i>Journal of Marketing Research</i> . Vol. XXXII (February 1995). Pp. 17-29.	
	BE	ABRAHAM et al. "An Implemented System for Improving Promotion Productivity Using Store Scanner Data." <i>Marketing Science</i> . Vol. 12, No. 3, Summer. 1993.	
	BF	FADER et al. "Modeling Consumer Choice Among SKUs." <i>Journal of Marketing Research</i> . Vol. XXXIII (November 1996.) pp. 442-452.	
	BG	"PCT International Search Report" Application Number PCT/US03/30488. Mailed January 28, 2004.	
	BH	"PCT International Search Report" Application Number PCT/US02/36710. Mailed July 21, 2003.	

Examiner Signature	<i>Edgar Calk</i>	Date Considered	11/18/05
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	
				09/994465	
				Filing Date	
				11/26/2001	
				First Named Inventor	
		JOHN CLOSE			
Group Art Unit		3629			
Examiner Name		RICHARD WOO			
Attorney Docket Number		DT.0103-CP1			
Sheet	5	of	6		

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FS	BI	"PCT International Search Report" Application Number PCT/US02/14977. Mailed May 5, 2003.	
	BJ	"Report of Novelty Search" by Patentec. Dated July 25, 2001.	
	BK	"Report of Novelty Search" by Patentec. Dated February 9, 2001.	
	BL	BOATWRIGHT et al. "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model." <i>Journal of the American Statistical Association</i> . Vol. 94, No. 448. December 1999. pp. 1063-1073.	
	BM	MONTGOMERY et al. "Estimating Price Elasticities with Theory-Based Priors." <i>Journal of Marketing Research</i> . Vol. XXXVI. November 1999. pp. 413-423.	
	BN	<i>Merriam Webster's Collegiate Dictionary</i> . 10th Edition. Pg 585. Merriam-Webster Incorporated. 1999.	
	BO	HERNANDEZ et al. "Real-World Data is Dirty: Data Cleansing and the Merge/Purge Problem." <i>Data Mining and Knowledge Discovery</i> . Vol. 2, Issue 1. January 1998.	
	BP	ALAN L. MONTGOMERY. "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data." <i>Marketing Science</i> . Vol. 16, No. 4, 1997. pp. 315-337.	
	BQ	JOHN CORNELIUS YOEMAN JR. "The Optimal Offering Price for Underwritten Securities." 1993. Volume 55/01-A of <i>Dissertation Abstracts International</i> . Page 4743 (Abstract Only).	
	BR	BLATTBERG et al. "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations." <i>Journal of the American Statistical Association</i> . Vol. 86, No. 414. June 1991. pp. 304-315.	
	BS	DYER et al. "Case Studies in Marketing Decisions Using Expert Choice." <i>Decision Support Software</i> . 1988. Pages 2-7, 73-108.	
	BT	ARNOLD ZELLNER. "On Assessing Prior Distributions and Bayesian Regression Analysis with G-Prior Distributions." Elsevier Science Publishers. 1986. pp. 233-243.	
	BU	A.F.M. SMITH. "A General Bayesian Linear Model." University of Oxford. April 1972.	
	BV	LINDLEY et al. "Bayes Estimates for the Linear Model." University College. December 1971.	
	BW	TIAO et al. "On the Bayesian Estimation of Multivariate Regression." University of Wisconsin. January 1964.	
↓	BX	ARNOLD ZELLNER. "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias." University of Wisconsin. June 1962.	

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				Filing Date	11/28/2001
				First Named Inventor	JOHN CLOSE
				Group Art Unit	3629
Examiner Name	RICHARD WOO				
Attorney Docket Number	DT.0103-CP1				
Sheet	6	of	6		

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FS	BY	CERF et al. "A Protocol for Packet Network Intercommunication." IEEE Transactions on Communications COM-22. May 1974. Pages 637-648.	
	BZ	T BERNERS-LEE. "Hypertext Markup Language 2.0 Working Papers." Nov. 1995. Pages 1-3.	
	CA	D FLANAGAN. "JavaScript: The Definitive Guide, 3rd Edition." published by O'Reilly in June 1998. ISBN: 1-56592-392-8. Section 14.8.	
	CB	JD LITTLE. "BRANDAID: A Marketing-Mix Model, Part 1: Structure." Operations Research. Vol 23, No. 4. July-August 1975. pp. 628-655.	
	CC	M. ABRAHAM. "Promder: An Automated Promotion Evaluation System." Marketing Science. 1987. pp. 101-123.	

Examiner Signature	<i>Richard Woo</i>	Date Considered	11/18/05
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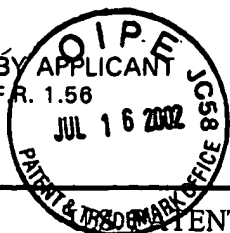
Examiner	<i>Alan J. [Signature]</i>	Date	11/8/05
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LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56 				APPLICANT Close et al.			
				FILING DATE 11/26/01		GROUP 2161	
PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FS	AA	6,094,641	07/25/00	Ouimet et al.	705	10	
	AB	6,078,893	06/20/00	Ouimet et al.	705	10	
	AC	5,987,425	11/16/99	Hartman et al.	705	20	
	AD	5,878,400	03/02/99	Carter, III	705	20	
	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
	AF	5,822,736	10/13/98	Hartman et al.	705	1	
	AG	5,377,095	12/27/94	Maeda et al.	364	401	
	AH	5,117,354	05/26/92	Long et al.	364	401	
	AI	6,032,125	02/29/00	Ando	705	10	
	AJ	6,009,407	12/28/99	Garg	705	10	
	AK	5,712,985	01/27/98	Lee et al.	395	207	
	AL	6,125,355	09/26/00	Bekaert et al.	705	36	
	AM	6,032,123	02/29/00	Jameson	705	8	
	AN	6,029,139	02/22/00	Cunningham et al.	705	10	
	AO	5,918,209	06/29/99	Campbell et al.	705	5	
✓	AP	5,249,120	09/28/93	Foley	364	401	
FOREIGN PATENT DOCUMENTS							
		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION YES NO
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
EXAMINER <i>Foley</i>				DATE CONSIDERED 11/8/05			
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LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT Close et al.			
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U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FS	AQ	5,063,506	11/05/91	Brockwell et al.	364	402	
	AR	6,205,431	03/30/01	Willemain et al.	705	10	
	AS	5,459,656	10/17/95	Fields et al.	364	401	
	AT	5,299,115	03/29/94	Fields et al.	364	401	
	AU	5,799,286	08/25/98	Morgan et al.	705	30	
✓	AV	5,732,401	03/24/98	Conway	705	29	
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
FS	BA	"Report of Novelty Search" by Patentec, dated Feb, 9, 2001					
	BB	"Report of Novelty Search" by Patentec, dated July 25, 2001					
	BC	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38					
	BD	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48					
	BE	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p.227					
	BF	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28					
	BG	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132					
	BH	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238					
	BI	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108					
✓	BJ	Eileen Bridges et al., "A High-Tech Product Market Share Model With Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81					
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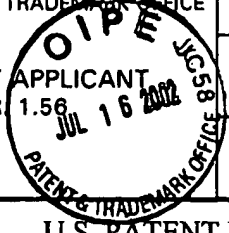
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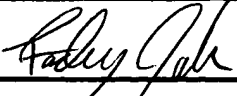
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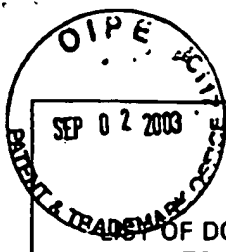


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	BX		Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of marketing Research, Vol. XXXII (November 1996), pp. 442-452		
	BY		Rossi Delorgio, & Kantor; "Making Sense of Scanner Data;" Harvard Business Review, Reprint F00205		
	BZ		Bucklin & Gupta, "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," Journal of Marketing Research, May 1992, PP. 201-215, Vol. XXIX		
	CA		Smith, Mathur, & Kohn; "Bayesian Semiparametric Regression: An Exposition and Application to Print Advertising;," January 3, 1997; Australian Graduate School of Management, University of New South Wales, Sydney 2025, Australia		
	CB		Blattberg and Deighton, "Manage Marketing by the Customer Equity," Harvard Business Review, July-August 1996, pp. 136-144		
	CC		Christen, Gupta, Porter, Staelin & Wittink; "Using Market-Level Data to Understand the Effectiveness of Promotional Activities;," December 22, 1995		
	CD		Ross Link, "Are Aggregate Scanner Data Models Biased?," Journal of Advertising Research, September/October 1995, pp. RC8-RC12, ARF		
	CE		Russell & Kamakura, "Understanding Brand Completion Using Micro and Macro Scanner Data," Journal of Marketing Research, Vol. XXXI (May 1994), pp. 289-303		
	CF		John Philip Jones, "The Double Jeopardy of Sales Promotions," Harvard Business Review, September-October 1999, pp. 145-152		
	CG		Buzzell, Quelch, & Salmon; "The Costly Bargain of Trade Promotion," Harvard Business Review, Reprint 90201, March-April 1990, pp. 1-9		
	CH		Curry, Divakar, Mathur & Whiteman; "Bvar as a Category Management Tool: An Illustration and Comparison with Alternative Techniques;" Journal of Forecasting, Vol. 14, Iss. No. 3 (1995), pp. 181-199		
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LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FS	AA	6,025,686	05/18/2000	Fernandez et al.			
J	AB	6,173,345	01/09/2001	William A. Stevens			

FOREIGN PATENT DOCUMENTS

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							YES	NO
FS	BA	WO 98/53415	11/26/1998	Ouimet et al.				

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FS	CA		"PCT International Search Report", Application Number PCT/US02/36710, mailed July 21, 2003.
J	CB		YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only).

EXAMINER

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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.